

# HEALTHY START FOR MOM & ME



## ANNUAL REPORT 2009-2010

A prenatal and postnatal outreach program that operates from nine community locations, Healthy Start reaches families who avoid or are uncomfortable with mainstream services and experience the risk and barriers of poverty and other social factors. About 1,300 women a year (and their families) are participants.

A partnership model with other agencies enables outreach workers, dietitians, community and public health nurses and others to work together in teams at each site. A non-judgemental, welcoming approach is taken and practical supports such as babysitting, snacks and milk coupons enhance the interactive educational activities that promote healthy pregnancies, parenting and families.

Named by Winnipeg women who had experience with poverty and pregnancy, Healthy Start originated from a community development process in 1995-96, enabled by funds from Health Canada's Canada Prenatal Nutrition Program. The prenatal program began in 1997; the postnatal component was added in 1999 with support from the Province of Manitoba.





Healthy Start has been operating community outreach programs for 13 years now. Some of our original founding members and staff are still involved, and many new people have strengthened and enriched the culture and vision. This past year has been another good one as the vision, core resources and participants nourish the community, preventively-focused health model.

The Board, Healthy Start staff, and contributing team members that include nurses, dietitians, child-minders, nutrition student volunteers, and interpreters are the backbone to the infrastructure that supports 9 sites. We thank each and every one for contributions large, small, and always meaningful; for enthusiasm and commitment; for belief in working together toward healthy babies and families supported by and in their neighbourhoods. You, above all the other great resources that make Healthy Start happen, are particularly key.

We acknowledge the relationships with and funding from the Canada Prenatal Nutrition Program (CPNP) of the Public Health Agency of Canada and Healthy Baby of the Healthy Child Manitoba. The federal and provincial commitments to the field of maternal and child health are valuable, noteworthy, and strong; it is a privilege to be part of such work.

Another good year passes and we note the following:

- increased attendance and numbers of women over last year
- increased numbers of newcomers to Canada attending
- flat funding, but continuing creativity
- a first-ever interpreted immunization clinic for newcomers organized by the WRHA in cooperation with us; informing Healthy Start newcomers resulted in 250 people being vaccinated in one day at Knox
- national acknowledgement that Canada Prenatal Nutrition Programs (CPNP) are effective, also recently corroborated by Healthy Child Manitoba results
- comings and goings of staff - and an ongoing core staff that maintain the history and zeal

- community quilters and knitters that keep on contributing
- collegial and expanded relationships in the community that strengthen all our work and identify further needs and opportunities
- a participant survey about our groups, a consultation with newcomers, a Meal Bag survey report - internally conducted
- a Member's Statement in the Manitoba Legislature by Doug Martindale about HSMM and our outgoing chair, Ruth Diamant
- production of 5 short video clips of participants' stories - with Beckie Grobb as interview coach (former term dietitian) and Jeff Bruyere as videographer (former participant dad).

Thanks to the many people who make this community effort effective and strong!

*Corinne Eisenbraun, R.D. and Board Chairperson*  
*Gail Wylie, Executive Director*



*Davorka Monti, long-time Prenatal Program Coordinator and dietitian, was featured in a book of profiles celebrating 15 years of CAPC and CPNP in Canada. It highlights her Croatian background and enthusiasm for working with community.*



# Healthier babies and a better chance

friendly, respectful outreach, with practical supports  
Holistic, adult education

Informal prenatal & postnatal group educational sessions at 9 city sites

**Expectant and new parents**

Connecting with other families, community resources, and a dietitian, public health nurse or outreach staff

Drawing out inner strengths & knowledge: opportunities to develop other skills

Individualized support - at home, over the phone, at a coffee shop or for specific appointments

Breaking isolation, increasing well-being

Identifying gifts & ability: building confidence

Trust, respect, one - on - one support

## Prenatal Groups

Discussion & activities such as:

- ▶ Healthy eating
- ▶ Alcohol & drugs
- ▶ Labour & delivery
- ▶ Breastfeeding benefits
- ▶ What to expect after birth
- ▶ Family spacing

## Postnatal Groups

Discussion & activities such as:

- ▶ Breastfeeding
- ▶ Infant & family nutrition
- ▶ Parenting a baby
- ▶ Baby development & health
- ▶ Safety; family spacing
- ▶ Stress, emotions, depression
- ▶ "Baby time" on floor mats

### Group educational sessions are enhanced with practical support:

- ▶ childminding on site
- ▶ healthy snacks
- ▶ milk coupons and bus tickets as needed
- ▶ time for one-to-one with team or each other
- ▶ no waiting lists

### Supplementary nutrition activities

- ▶ Cooking events: participants pay a nominal fee & take home food they prepare themselves
- ▶ Making baby food sessions with participants whose babies are about 6 months old
- ▶ Ready to cook "Meal Bags" for \$1.50. Ingredients and recipe to feed 4 - 6 people
- ▶ Healthy Start dietitians available by phone for consultation and support



## City Sites

- ▶ Freight House Community Centre
- ▶ Hope Centre Health Care
- ▶ Magnus Eliason Recreation Centre
- ▶ North End/Stella Community Ministry
- ▶ St. Philips Anglican Church
- ▶ Trinity United Church
- ▶ Weston Community Centre
- ▶ Wolseley Family Place
- ▶ Knox United Church (Newcomers to Canada)



## Stories, quotes

- "They teach in ways people can understand."
- "Everyone here is great. One time I asked about something at group and 2 days later received a pamphlet in the mail. So helpful."
- A challenged participant who didn't get along with the Public Health Nurse, was engaging in behaviours of risk with her newborn. Healthy Start outreach staff made several caring and careful home visits that resulted in:
  - ❖ the baby's head being supported (at 9 days mom wasn't & though the baby should be able to hold his own head up)
  - ❖ more frequent feeding (baby was sleeping through the night)
  - ❖ dressing baby in appropriate clothes (mom had him in a diaper only and window wide open on cold days)
  - ❖ continued to attend group sessions and paid attention to the baby's cues. She returned to school and still drops by the site occasionally.
- An interpreter says that Healthy Start is the only thing except church that gets moms from her country (war-torn) out of their apartments.
- Prevention in action: asking the right question, at the right time - one of our dietitians was able to learn some serious issues from an immigrant mom who comes all the way downtown to newcomers' from Ft. Richmond. By just being present, attentive, and asking a few kind and key questions - when mom would have been silent - much was disclosed and learned that enabled important follow-up later.
- A flavour of home visiting: an abused pregnant mom who admitted to using drugs and fear of her 'using' family, was offered any (restaurant) sandwich she wanted, to which she said startled and choked, "no-one has ever bought me what I wanted before". She later let outreach staff guide her toward rehab, now lives in a transition house setting, and is coping better with her life.
- With Healthy Start team advocacy a newcomer family had their 2-week old baby checked out at Mt. Carmel Clinic as they'd observed breathing concerns. It turned out that the baby needed surgery for heart valve repair, and it happened very quickly. Outreach staff did further advocacy in hospital.
- A dad came on his own to a site, but didn't intend to stay; he was encouraged to stay and watch a video "Understanding Birth". He did, and said "now I understand my role"...

## Newcomers' to Canada feedback, June 2009 consultation *(verbatim quotes via interpreters)*

- Healthy Start is always welcoming and so helpful. Always learn. So important to us.
- We come tired and feel so good when we come in.
- Accueille est favourable. L'education est favourable aussi. Et que ce continue toujours.
- ...it teach us to learn and feel more confident to be a parent. And also the resurce for offices and you make every body fiel welcome and important. It thacent (doesn't) matter wich race we are.
- Vitamin, nutrition, coupon and bus tickets, interpreter, we appreciate every class of topics, we can come out of our house to look around & see the outside, getting new and used clothing, door prize - blankets.
- I wouldn't know how to prepare myself if I hadn't have the chance to come here
- Information about breastfeeding, Canadian food, free! - no money milk coupons
- Advantage of taking the prenatal class: 1) help lower-level English mom to understand and learn more how to live healthily when we pregnant 2) warm-hearted community atmosphere, make us feel relax, relieve when in bad mood. Having more new-made friends to share the different experiences when pregnant and raising baby
- We come to learn useful information, we love everything about this program



# Thanks to All Who Made Healthy Start Happen in 2009-2010



## Board of Directors:

Corinne Eisenbraun - *Chair*, Linda Abraham - *Secretary*, Jill Palitsky - *Treasurer*, Ruth Diamant - *past Chair*, Elizabeth Gumbe, Dr. Gail Marchessault, Helen Quinn, Sheelagh Smith, Shelly Anthis, Gail Wylie (ex-officio)

## Healthy Start for Mom & Me Staff:

*Regular staff at year end* - Bev Lacasse, Davorka Monti, Cheryl Oliveira, Eleanor Van Delden, Gail Wylie, Jenny Foster, Karen Deeley, Lori Harris, Melanie Duncan, Melissa Jagger Plante, Mercy Peterson-Au, Michelle Rynanen, Pat Kelly, Stephanie Gillis, Tara Hawking-Kreller

*Bookkeeper services* - Maryon Grant

*Staff who left during the year* - Wendy Petrochuk, Mary Langford, Muna Ahmed, Tracey Mills, Laurie Marcella (term), Chrysta Wood

*Years of service recognition (first ever) at last annual meeting:* Davorka Monti 10 years, Wendy Petrochuk 5 years. Belated 5 year recognition: Tara Hawking-Kreller and Eleanor Van Delden (both at 9 years), Karen Deeley (at 7 years)



## Partner-contributors to program

**Winnipeg Regional Health Authority, Public Health**, dietitians (R. Szabadka, G. Legal) and too many public health nurses to name, who are involved at every Healthy Start site!

**Health Action Centre**, Sheelagh Smith, dietitian

**Mount Carmel Clinic**, Linda Uhrich and Jan Sprange, community nurses / Nina Kudriakowsky, dietitian

**International Centre**, (now Immigrant Centre) Val Broeska, nutritionist

**Wolseley Family Place**, Nazrin Sepehri, health educator / Noelle Campbell, childcare coordinator

**Immigrant Women's Counselling Services**, Susan Painter, social worker

**Magnus Eliason Recreation Centre**, childminding support



## Volunteers

**University Foods and Nutrition Student Volunteers:** Anna Nezveschuk, Candace Dupont, Chuin (Alvin) Lim, Eniko Kresz, Jaclyn Unger, Jaime Green, Janelle Gulay, Jennifer Karlstedt, Jennifer Young, Jessica Derksen, Jill Worboys, Karlee Dyck, Kelly Van Leeuwen, Kerri Casper, Leanne Partridge, Olena Andrushchyn, Qing Yuan (Jessica) Wang, Rochelle Tinumpit, Sandra Olivson, Siyun (Sisi) Xu, Stefanie Legault, Veronika Shulgina

**Student placements:** Dietetic Interns - Jennifer Mayer, Virginia Krahn, Megan Naturkach

**Meal bag assembly volunteers-** teachers & students from Van Welleghem School + 17 other community members

## Interpreters (for 15 languages):

Alma Ramos, Anne Marie Ntihanabayo, Brekti Hagos, Doyoung Lee, Elizabeth Andrea, Ephemie Nyelele, Halima Hanaf, Hani Saleh, Kim Anh Dang, Lal Cerlian Cungcin, Lihui Guo, Mar Ner Moo Sein, Nadia Ourrhi, Naw Kay Seng, Qing Yuan Wang, Regina Ding, Wai Leng Wuan

**Childminders:** Afroja Yesmin, Annette Wings, Connie Lyon, Theresa Hill, Kathy Shurvell, Avaline McKenzie, Veda Koncan; *West Central Women's Resource Centre Childminders* - Entesar, Shumi, Marjorie, Angela, Irene, Verna, Marie, Wanda, Layloma, Gladys, Fatuma, Paula.





### Funders

- *Public Health Agency of Canada, Canada Prenatal Nutrition Program*
- *Healthy Child Manitoba, Healthy Baby*

### Donors

- Thank you to all individuals who made financial contributions and so many in-kind donations (baby items, furniture etc.).

### Assistance from Business (in-kind contribution or discount):

- *Canada Safeway, Shoppers Drug Mart, Kendrick Quality Printing, Information Age Computing - Jeff Bell, Nak Sales, J.S. Fashion, Zeid's Food Fare, Toad Hall Toys, McNally Robinson Books*

### Business Partners

- *Canada Safeway, Cantors Grocery Ltd., Riedigers Supermarket, Zeid's Food Fare.*

### Contributing Community Groups:

- *ABC Quilting Group of Manitoba Prairie Quilters (baby quilts)*
- *Thelma Wynne Project (layettes)*
- *Dorothy Troop & friends (baby blankets)*
- *Members of the HSC White Cross Guild (Christmas items and cash donation)*



## Community Connections

### Examples of some Healthy Start connections and contributions in the community:

- National Projects Fund - "Healthy Weight for Children" Advisory Committee - staff involvement
- Women's Hospital Baby Friendly Initiative Committee - staff involvement
- Adolescent Parent Centre & Nelson McIntyre Collegiate - Healthy Start contributes dietitian service
- Adolescent Parent Interagency Network - staff involvement on Steering Committee
- Attachment Network of Manitoba - staff involved in its evolving work
- Urban Circle Family Support Worker Employer Advisory Committee - staff representative
- Network of Organizations for War-Affected Newcomers) - staff involvement
- University of Manitoba diabetes research project - continuing cooperation in "Impact of Healthy Eating & Physical Activity on Pregnancy Outcomes in Low Income Women in Winnipeg"
- Canada Prenatal Nutrition Program (CPNP) Manitoba Network, and, National Network CAPC & CPNP
- Winnipeg Regional Health Authority Board - staff appointment, to March 2010
- Professional development sessions hosted by Healthy Start (open to colleagues)
  - Understanding and Communicating with Difficult People: Joanne Brown, The Attachment Network of Manitoba
  - Protection Planning for Individuals in Abusive Relationships: Joy Dupont, Victim Services Training Coordinator (Justice Department - Province of Manitoba)
  - Trauma-informed Care Workshop: Cindy Fawcett, Counsellor & Trainer - Clinic Community Health Centre
  - Videotaped segments of the 2009 Maternal Nutrition Intensive Course (University of Minneapolis)



## Healthy Start for Mom & Me Inc.

### Statement of Operations

For the year ended March 31, 2010

(unaudited)

	Total 2010	Total 2009
<b>Revenues</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	486,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	342,673	337,971
Poster Project (Schedule 3)	1,865	2,425
Donations and Other Contributions (Schedule 4)	8,082	3,103
Nutrition project (Schedule 5)	-	7,370
The Winnipeg Foundation (Attachment Network workshop) (Schedule 6)	15,000	-
	<b>854,497</b>	<b>837,746</b>
<b>Expenses</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	486,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	342,673	337,971
Poster Project (Schedule 3)	171	471
Donations and Other Contributions (Schedule 4)	1,140	2,925
Nutrition project (Schedule 5)	-	7,370
The Winnipeg Foundation (Attachment Network workshop) (Schedule 6)	15,000	-
	<b>845,861</b>	<b>835,614</b>
<b>Excess of revenues over expenses</b>	<b>8,636</b>	<b>2,132</b>

#### Healthy Start for Mom & Me Inc. Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program)

##### Revenues and Expenses

For the year ended March 31, 2010

(Unaudited)

	2010	2009
<b>Revenues</b>	<b>486,877</b>	<b>486,877</b>
<b>Expenses</b>		
Equipment	1,420	1,875
Evaluation	686	919
Materials	99,519	95,895
Other	22,082	17,618
Personnel	331,246	333,552
Rent and utilities	23,195	22,895
Travel	8,729	14,123
	<b>486,877</b>	<b>486,877</b>
	-	-

#### Healthy Start for Mom & Me Inc. Schedule 2 - Healthy Child Manitoba (Healthy Baby) Revenues and Expenses

For the year ended March 31, 2010

(Unaudited)

	2010	2009
<b>Revenues</b>	<b>342,673</b>	<b>337,971</b>
<b>Expenses</b>		
Equipment	716	551
Materials	33,157	32,345
Other (includes corporate and communication)	15,511	13,942
Personnel	271,801	268,617
Rent and utilities	15,165	13,310
Travel	6,323	9,206
	<b>342,673</b>	<b>337,971</b>
	-	-

#### Healthy Start for Mom & Me Inc.

##### Statement of Changes in Net Assets

For the year ended March 31, 2010

(Unaudited)

	Unrestricted	Reserve fund	2010	2009
Net assets, beginning of year	33,000	34,921	67,921	65,789
Excess of revenues over expenses	8,636	-	8,636	2,132
Transfers	(8,636)	8,636	-	-
Net assets, end of year	33,000	43,557	76,557	67,921

The statements are excerpts from financial statements reviewed by Meyers Norris Penny and form part of the total financial picture for Healthy Start. It covers the major operations of Healthy Start for Mom & Me. To receive complete statements, please call 949-5350.



## 2000+ volunteer hours

### Some other numbers for 2009 - 2010

- 1305 individual women (either pregnant or new parent)
- 81% of new moms initiated breastfeeding
- at 9 sites, there were 403 regular educational 'drop-in' groups run, *plus other special events* such as making baby food, learning to cook, focus groups, etc.
- 14: average attendance of  *moms*  at any site (does not include their babies & other children)
- 11,520 contacts via groups - includes babies, dads, children in childminding, as well as moms and maybe sisters or grandmas
- 4% rate of low birth weight (LBW - babies born weighing less than 2500 grams/ 5.5 lbs; posing dangers to baby health and mortality) - truly remarkable in the population this is part of a consistent picture for our program and other like ours over the years
- 15% of our babies were born at high birth weight (HBW - over 4500 grams / 9.9 lbs, also not healthy for baby) and we continue to look for evidence of what works for impact on this less optimal start for babies.
- 2100 Meal Bags (ready-to-cook recipe and ingredients) compiled with the help of 34 volunteers: translates to up to 12,000 servings of nutritious, low-cost food
- 15 languages interpreted this year at newcomer sessions at Knox
- thousands of in-kind donations of baby clothes
- 124 participants (from 8 English-speaking sites) completed a short snapshot survey about our groups in February 2010; responses were strongly positive:
  - ❖ 99% said information presented that day was clear and easy to understand
  - ❖ 94% said it interesting and meaningful
  - ❖ 97% reported feeling welcomed; 94% said they feel respected
  - ❖ 98% said they enjoy learning and discussing
  - ❖ 92-96% feel comfortable with the nurses, dietitians, outreach workers
  - ❖ and, we learned that 28% were not aware they could ask for a home visit (now remedied)

## Meal Bags Compilation Project

Healthy Start compiles ready-to-cook ingredients with a recipe to serve 4-8. Participants can buy a Meal Bag for \$1.50.



Community Help Measuring



Thousands of Cans



Dietitians Cheryl & Karen; finished!